CANADEXPORT

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Attention exporters: Take your show on the road

Not a week goes by that a particular business sector, industry or product type isn't being featured in a trade show. In fact, it is quite likely that more than one event will be competing for the same audience at the same time—potential clients and customers, media, and exhibitors of course. Whether it is called a trade show, an exhibition, an industry expo or some other creative name, the goal remains the same: bring businesses and customers together to encourage commerce.

Leave them hungry for more: Trade shows can be great for business.

Depending on one's line of business, trade shows can be critical components of the overall international marketing strategy or they can be irrelevant. However, the proliferation of these events illustrates that there are opportunities to present virtually any product and most services at an organized gathering somewhere in the world. The key is finding the best opportunity to complement the export strategy.

In some countries, trade shows and similar events are primarily opportunities for participants to showcase their goods and services in front of a captive and interested audience. Very little business or deal-making takes place at these events. This is often the case in North American trade shows and exhibitions. Transactions, purchases and contracts may be the end result of the show but they are more likely to take place in a follow-up meeting or by some other form of communication. In other countries such as Germany, business is actually conducted at trade shows and negotiating a business contract is not uncommon. This distinction is also present within different industries and business sectors as well. Attending such a trade show without accurate promotional materials, price sheets, order forms, contracts and polished presentation and negotiation skills will have a detrimental effect on your company's image.

An exporter must know what to expect from a trade show prior to attending, and plan accordingly. Objectives will vary depending on the nature of the event. Researching relevant events is a logical point of departure. Organizers of these shows are usually pleased to send significant amounts of information to prospective exhibitors and attendees. This information might include the number of years the event has been hosted, attendance figures and the number of exhibitors. More

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detailed information, such as the country of origin of both the exhibitors and the attendees is often available as well. This information may also be found on the Web sites of the event organizers, along with other valuable facts and figures. This data can be useful in pinpointing which shows may be the most effective for reaching the audience targeted in the export plan.

Determining whether the event is general in nature or specialized is also important. General trade shows are often broader in focus (i.e. home shows and travel and leisure shows) and tend to attract the public, although business people will also attend. Specialized trade shows target business crowds, although many will still open their doors to the general public for all or part of the event. These events are very specific in scope, focusing on an industry sector or market. Trade fairs on industrial automation or exhibitions on the nutraceutical market in the United States are examples of events where industry experts and players will congregate. Canadian exporters will find opportunities to meet not only prospective buyers of their products or services but agents, importers, distributors and other potential partners as well.

"An exporter who is committed to "working" the show will meet more potential customers in a few days than they may meet all year."

In addition to being general or specialized, trade shows can be international, national, regional or smaller in reach. The size of the show can be important but it is not paramount. Many Canadian firms are better suited to niche opportunities and the best strategy might be to make a huge impression in a smaller arena. A consultant may not be able to afford the international conference and fair on sustainable management services, but she may get a guest lecture spot at the exhibition covering the U.S. Pacific Northwest. And as a guest lecturer, she may get into the exhibition free. Making a name for yourself, your firm and your services in a small market can be serve as a launch pad to greater opportunities.

Trade shows can create great marketing and promotion opportunities. They can increase exposure and even sales of products and services. An exporter who is committed to "working" the show will meet more potential customers in a couple of days than they may meet all year. They are great venues to introduce new products, receive feedback and establish contacts for later action.

Trade shows serve a second valuable purpose: market research and competitive intelligence. Exporters can attend trade shows in advance of market entry as a way to learn more about an industry, a particular market or competitors. Trade shows are excellent places to conduct market research. There are very few opportunities that can equal trade shows for offering so much specific information in one spot at one time. While it takes time, effort and planning, an exporter can get a sound understanding of what consumers are interested in (what booths receive the most traffic and why?), what marketing and promotional techniques are most effective (give-aways, brochures, presentations, technology-based interactive tools), who is currently targeting the market and many other critical pieces of information.

Skilled intelligence gatherers can tap into a treasure trove of intelligence by drawing on competitive intelligence techniques, such as

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subtle interviewing, analyzing media releases, asking pointed questions in public presentations and listening to employees at competing booths as they speak with the potential consumers. Asking these consumers their opinions afterward can yield valuable information regarding a competitor's strengths and weaknesses as perceived by the public.

Fairs can be expensive

Trade shows are not always affordable for an exporter. The costs of a professional display, promotional materials (designed specifically for the target market), staff to manage it, shipping expenses and travel and accommodation are often beyond the reach of a new exporter. One person attending the show as an observer, contact builder and intelligence gatherer may still be cost-prohibitive. It is important to determine the importance of trade shows for a particular export strategy. Depending on the product or service, the way in which an exporter wishes to make sales, and the consumer patterns of the target market, trade shows may not be critical to success.

If research and analysis indicates that trade shows are a critical element of the export plan, a budget is essential. This budget should be based on available resources as well as careful selection of events in which to participate. Fees include travel, event participation, shipping and clearing of any goods relating to your display and exhibit, export licences, booth rental charges, accommodation, entertaining or secondary promotional activities (i.e. business dinners, "freebies", samples) and communications to name a few. Additionally, all sales literature and marketing materials, including business cards, should be printed in the local language to enhance the exporter's professional image.

Finding the right show for a specific export strategy and a specific budget can be challenging. In the planning stage, exporters can look to Internet services like Trade Show Central to find relevant events in target markets. Industry specific publications and trade journals frequently publish calendars of upcoming events and contain advertisements from trade show organizers. Once an exporter has a carefully planned export strategy developed, he or she can contact a Trade Commissioner in the target market to seek additional advice. Trade Commissioners are typically responsible for specific industry sectors within their target market and quickly become familiar with the intricacies of conducting business in these spheres. They may also be able to advise an exporter of any specific initiatives or assistance offered by the government with regard to participation in foreign trade events.

Trade shows, conferences, exhibitions, fairs and expos. The names may be different but the concept is the same: present businesses with an opportunity to shine in front of a mass audience. Give them a chance to strut their stuff. The effectiveness of trade shows is measured by the fact that over 30,000 trade show-type events take place annually. While it is a significant investment for an exporter, careful planning and deliberation can pay dividends. Trade shows will continue to play an integral part in the international marketing strategies of many Canadian exporters.

Plan your next trip to an international trade show with the help of Team Canada Inc's valuable online guide, *Successful International Trade Show Marketing*. It's available at www.exportsource.ca/tradeshow. **For more information** on exporting, call the toll-free Export Information Service at 1 888 811-1119.

Farnborough International Airshow 2006

Farnborough, United Kingdom, July 17-23, 2006 > The **Farnborough International Airshow** (FIA2006) is one of the world's premier aerospace and defence trade exhibitions. Held biennially, the last exhibition in 2004 generated sales of over $24.3 billion and attracted more than 1,350 exhibitors from over 100 countries. Total attendance at the 2004 event exceeded 240, 000 visitors. FIA2006 will continue to build on the success of previous exhibitions.

FIA2006 provides a good opportunity for Canadian firms to develop relationships and maintain business contacts in the aerospace and defence industry. Senior executives from prime systems integrators, such as the Boeing Company and Airbus S.A.S., as well as those from major manufacturers, such as BAE Systems, Goodrich Corporation, Honeywell International, and Rockwell Collins, regularly attend this exhibition to search for new technologies to incorporate into existing and future aircraft programs. Export-ready Canadian firms attending the event will gain critical insight into opportunities at the 2nd-, 3rd-, and 4th-tier levels of the supply chains of such aircraft programs.

Canadian pavilion

Canadian industry participation at FIA2006 will bolster Canada's visibility and enhance its reputation as a competitive supplier of advanced aerospace and defence systems and components. The Aerospace Industries Association of Canada (AIAC), in partnership with the Trade Team Canada-Aerospace and Defence Sector (TTC-A&D), is organizing a pavilion for Canadian exhibitors at the event. Several Canadian aerospace and defence firms, industry associations, and government-affiliated departments and agencies will have representatives at this year's exhibition.

As has been done in the past, the TTC-A&D is planning various activities for FIA2006, including:

- Networking opportunities such as an official reception on Monday July 17 to welcome Canadian firms to FIA2006;
- Industry briefings, which will provide insight into the aerospace and defence industry, will be delivered by major aerospace and defence firms;
- A market information and intelligence program which will involve collecting valuable and strategic information and intelligence on major players of the global aerospace industry, and disseminating it to Canadian industry.

For more information on participating in this event, contact the AIAC, tel.: (613) 232-4297, email: info@aiac.ca, website: www.aiac.ca.

For more information on Canadian activities at FIA2006, contact Brian Botting of the TTC-A&D Secretariat, tel.: (613) 954-3328, email: botting.brian@ic.gc.ca, website: http://strategis.ic.gc.ca, or Nancy McNiven at the High Commission of Canada in London, tel.: (011-44) 20-7258-6600, email: nancy.mcniven@international.gc.ca, website: www.infoexport.gc.ca.

Additional information on the Farnborough International Airshow 2006 can be found at the exhibition's official website: www.farnborough.com.

Photo: Aerospace Industries Association of Canada (AIAC)

Carleton University expands research links with Tucson, Arizona

Last February, 18 representatives from Carleton University, led by President Dr. David Atkinson, visited Tucson to strengthen and expand a five-year relationship in optics research with the University of Arizona (U.A.).

"This initiative also brought together Carleton researchers outside of optics, and representatives of the Ottawa Centre for Research and Innovation and the National Research Council (NRC)," says Rick Stephenson, Trade Commissioner with the Canadian Consulate and Trade Office in Tucson. This third research exchange visit was sponsored by the U.A, OCRI Global Marketing, the U.A. Science and Technology Park and the Canadian Consulate and Trade Office in Tucson.

"A key result of the meeting was the decision by both universities to expand their memorandum of understanding beyond optics into life sciences, water management, telemedicine and the Humanities," adds Stephenson. Another important result was the invitation extended to Tucson optics companies and researchers to visit Ottawa in June to explore business and research relationships with the NRC's Canadian Photonics Fabrication Centre (CPFC) and to attend the PhotonicsNorth trade show in Quebec City.

The U.A. College of Optical Sciences is ranked first in the U.S. for its programs which range from the production of 8.4-metre telescope mirrors to optical modelling software. The U.A. program is also the largest undergraduate and graduate program for optics in the U.S. "Carleton University's strengths in optics and photonics were a strong attraction for U.A. researchers, particularly with the growth of the CPFC," says Stephenson.

The two universities signed an MOU in early 2004 covering five programs in optics. In 2005, the relationship resulted in a commercialization benefit for Canada when Ottawa-based OZ Optics announced it was opening an office in Tucson to capture subcontracting work with local defence contractors.

The Carleton visit came just one month after the first Tucson visit of Dr. Arthur Carty, National Science Advisor to the Prime Minister. Stephenson adds that Dr. Carty's visit served to tap the U.A. community for research collaboration with Canada and to heighten interest in the Carleton visit. But more importantly, visits such as these are the lead-up to increased commercialization of innovation, an area that the Canadian government is actively promoting internationally.

Canadian companies that are seeking U.S.-based technologies with the opportunity for commercialization should consult Federal Business Opportunities (www.fedbizopps.gov)—the point-of-entry for U.S. federal government procurement and technology transfer opportunities.

For more information on business opportunities in Arizona and New Mexico, contact the Canadian Consulate in Phoenix, tel.: (602) 508-3572, email: phoen-td@international.gc.ca, website: www.phoenix.gc.ca, and Tucson, tel.: (520) 622-3641.

Wholesale opportunity for organic and all-natural food producers

Atlanta, Georgia, May 25, 2006 > Anderson Daymon Worldwide (ADWW), on behalf of Costco Wholesale, is announcing a unique opportunity for suppliers with all-natural or organic food production capabilities. This symposium is designed to introduce Costco Wholesale to certified organic and/or all-natural suppliers of food products worldwide.

A selection process is underway to determine vendor qualifications and applicability to Costco's ongoing deli, cooler, freezer and dry grocery needs. These needs will then dictate viability for this show and subsequent sign-off by Costco on supplier attendance. Costco buyers will then engage ADWW to sign these vendors to representation and then begin the product and program development phase to Costco specifications.

If you are interested in being considered for participation in this show, which will offer an opportunity to work with Costco buyers in a one-on-one selling environment, contact Rick Hancock, ADWW, email: rhancock@daymon.com, tel.: (678) 474-0600, website: www.adww.com.

Canada and Japan: Enhancing commercial relations

A promising and important market for Canada, Japan remains the world's second-largest economy and is once again on a path of sustainable economic growth. In addition to being a key player in global value chains, Japan is Canada's second-largest export market and a major source of foreign direct investment (FDI).

In 2005, two-way merchandise trade between Canada and Japan stood at $23.6 billion, and bilateral FDI exceeded $20 billion. Bilateral trade in services is growing, with $5.21 billion in services traded between our two countries in 2005. Today, trade in goods and services spans the full spectrum of economic activity, and bilateral investment and cooperation in science and technology are increasing and adding new dimensions to the relationship.

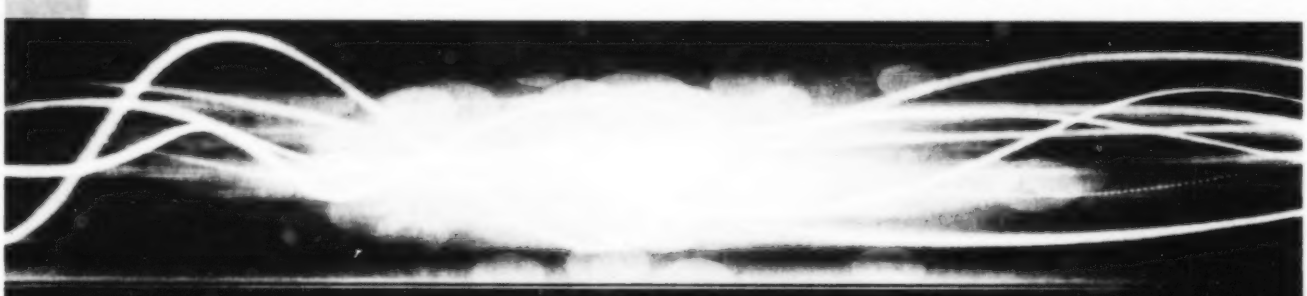
As such, Japan will remain vital to ensuring the continued competitiveness of Canadian industry. At the same time, the governments of Canada and Japan recognize that bilateral commercial opportunities remain untapped and so have taken steps to help ensure that the Canada-Japan economic relationship reaches its full potential.

In November 2005, Canada and Japan signed an economic framework designed not only to reinforce existing ties, but also to address new and emerging challenges and opportunities. A key component of the framework is the undertaking of a joint study to look at further promoting and liberalizing trade and investment between the two countries.

We want to hear from you

Domestic consultations play a key role in informing the government's trade and investment policy positions. Input from Canadian stakeholders will be important in the development of the joint study and will ensure that it is both comprehensive and meaningful. If you are doing business in Japan, or plan to, the Government of Canada would like to seek your views on existing barriers to trade and investment, possible policy tools to address these issues and advice on how best to promote the bilateral commercial relationship.

For more information on the Canada-Japan Joint Study and the consultation process, go to www.international.gc.ca/tna-nac/reg-en.asp or contact International Trade Canada, Trade Negotiations Consultations (Japan), email: consultations@international.gc.ca, fax: (613) 944-3489.



Lights shine on Japanese photonics show

Tokyo, Japan, July 12-14, 2006 > InterOpto is Asia's largest optoelectronics exhibition and provides an excellent opportunity for Canadian exporters to assess market potential, promote their product, keep up with the latest trends and network with optoelectronics-related companies and organizations from around the world. This year, some 12,000 visitors and 250 exhibitors are expected.

When it comes to optoelectronics and fiber optics, Japan is the place. In addition to InterOpto in July, which covers the broad field of optoelectronic technology, there is the Fibre Optics Exhibition (www.foe.jp) in January, which focuses on optical communication technologies. Canadian trade commissioners in Japan are eager to assist Canadian companies at these two major trade shows.

For more information, contact Kojiro Ichikawa, Trade Commissioner, Canadian Embassy in Japan, email: jpn.commerce@international.gc.ca, or contact the Optoelectronic Industry and Technology Development Association, website: www.oitda.or.jp.

BioSpain 2006: Spain a hotbed for biotech

Madrid, Spain, September 18-20, 2006 > Don't miss **BioSpain 2006**, one of the most important biotechnology fairs in Europe. The Canadian Embassy in Madrid is looking to organize a Canadian delegation to this event, as well as a networking session on doing business with Canadian biotech firms.

Biotechnology in Spain is growing at four times the rate of the European Union average. This growth is a consequence of the significant increase to investments, both private and state-funded, in research and development (R&D) and innovation. The increase in investment has led to a surge in job creation. Investments are currently growing at 25% per year, while employment is up by 20%. In fact, Spain is the fourth-largest contributor to scientific production in the biotech sector, just behind the United Kingdom, Germany and France.

Why Spain?

Spanish firms in this sector have high growth potential, possess a dearth of qualified professionals and have an excellent technology and research network. Costs related to R&D are highly competitive. In fact, the biotech sector there has strong institutional support for R&D and the tax system for investments in R&D is one of the most favourable of all OECD countries. Spain also serves as a bridge between Latin America and Europe.

Collaboration nations

Genome Spain and Genome Canada, as result of an agreement signed in 2002, are currently working on several R&D projects and are looking to expand on this cooperation. In 2003, an agreement between the National Research Council of Canada and its Spanish counterpart, the *Consejo Superior de Investigaciones Científicas*, committed both organizations to conduct research jointly for a three-year period, with the extension of this collaboration currently being considered.

Canadian biotech firms looking to expand into Spain's burgeoning biotech sector need to look no further than BioSpain 2006, a great way to get connected to this growing sector and market.

For more information, contact Isidro Garcia, Canadian Embassy in Spain, tel.: (011-34-91) 423-3227, email: isidro.garcia@international.gc.ca or biospain2006@gen-es.org (organizer), website: www.biospain-biotec2006.com.

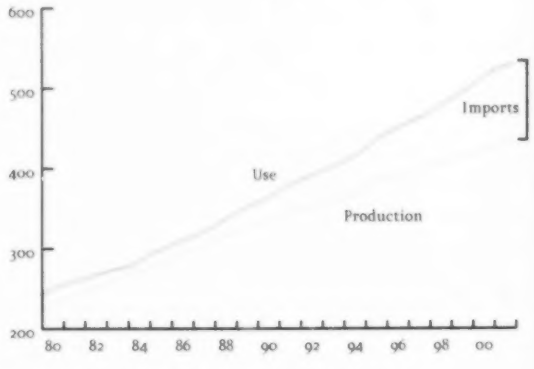
FACTS & FIGURES

India's reliance on foreign fuels might outstrip China's

India's domestic energy production, which is heavily coal-based, has been growing. But demand has consistently outstripped supply, and the gap has been widening. In 1990, the gap between India's energy production and use stood at 29,000 kilotons (kt) of oil; by 2001, it had tripled to 93,000 kt. China's total energy use is higher, at 1.1 million kt versus India's 0.5 million in 2001, but China's domestic production has kept pace better, even running a surplus in some years. In India, meanwhile, oil and fuels make up one-third of all merchandise imports, with crude oil alone accounting for 25.4% in 2004. So while China's overall energy consumption exceeds India's, India is more reliant on foreign fuels. With domestic sources unable to keep up with demand, that reliance looks set to increase.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet)

India's Energy Production and Use
(kt of oil)



Data: World Bank's World Development Indicators

TRADE EVENTS

ADVANCED MANUFACTURING TECHNOLOGY

Amman, Jordan
June 12-16, 2006
The 3rd **Jordanian International Machines & Electro-Mechanical Equipment Exhibition** is a great place for companies to promote their engineering products in Jordan and the Middle East.
Contact: Golden Gate Est. for exhibitions organization and conferences services, telefax: (011-00-962) 6-565-8501, email: goldgate@go.com.jo, website: www.jordan-fairs.com.

CONSUMER PRODUCTS

Frankfurt, Germany
August 25-29, 2006
Tendence Lifestyle 2006, together with its winter event Ambiente, is an international giftware and household decorations trade fair and features small furniture and perfumery articles.
Contact: Frieda Saleh, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, fax: (011-49-89) 21-99-57-57, email: frieda.saleh@international.gc.ca, websites: www.canada.de and http://tendence-lifestyle.messefrankfurt.com.

ENVIRONMENTAL INDUSTRIES

Kuala Lumpur, Malaysia
September 13-15, 2006
The conference theme for **Irrigation, Drainage and Water Exhibition 2006** is *Transforming Irrigation Agriculture into Efficient Engine of Growth*, and is held concurrently with the Asian Regional Conference, the International Executive Conference Meeting and the International Micro Irrigation Congress.
Contact: Mia Yen, Canadian High Commission in Malaysia, email: mia.yen@international.gc.ca, website: http://www.icid2006.org.

Singapore
November 21-23, 2006
Urban Environment Asia 2006 is the only show of its kind in Asia that focuses on water supply, sanitation, land usage, waste management and efficient transportation methods at the municipal level.
Contact: Canadian High Commission in Singapore, tel.: (011-65) 6854-5900, fax: (011-65) 6854-5915, email: spore-td@international.gc.ca, website: www.urbanenvironmentasia.com.

FOREST INDUSTRIES

Gothenburg, Sweden
August 23-26, 2006
Wood Products & Technology is Scandinavia's most complete wood industry fair, featuring a full range of products and services for all sectors of the wood industry. The fair offers a great venue for Canadian exporters in the value-added wood products sector to meet with key Swedish partners.
Contact: Maria Stenberg, Canadian Embassy in Sweden, tel.: (011-46-8) 453-30-20, email: maria.stenberg@international.gc.ca, website: http://nemonet.swefair.se/templates/StartPageSection.

MULTI-SECTOR

Halifax, Nova Scotia
June 13-14, 2006
The 9th annual **FITT National 'Strategies and Networks' Conference** combines opportunities to meet international trade practitioners from across the country and sharpen your global business strategies.
Contact: Forum for International Trade Training Conference Secretariat, tel.: 1 866 775-1817, website: www.fitt.ca/conference/2006.

Guatemala City, Guatemala
June 22-24, 2006
Manufexport 2006 is a specialized trade show for manufactured products organized by the manufacturing export sector of Central America and the Caribbean. The most competitive manufacturers in the region, along with local and international investors and buyers, will be there.
Contact: Canadian Embassy in Guatemala, tel.: (011-502) 2363-4348, fax: (011-502) 2365-1215, email: gtmla-td@international.gc.ca, website: www.guatemala.gc.ca.

Guatemala City, Guatemala
July 14-23, 2006
Since 1999, the Guatemala Chamber of Commerce has been organizing the **Feria del Comercio**, a multi-sector trade fair that is expected to attract some 15 exhibiting countries.
Contact: Canadian Embassy in Guatemala, tel.: (011-502) 2363-4348, fax: (011-502) 2365-1215, email: gtmla-td@international.gc.ca, website: www.guatemala.gc.ca.

OIL & GAS

Kuwait City, Kuwait
November 13-15, 2006
Attending the **Kuwait International Oil and Gas Conference and Exhibition** is key to establishing contact with key players in the Gulf oil and gas industry. It is the ideal platform for getting oil industry professionals together to improve communication, promote dialogue and present new trends and technologies.
Contact: Raed Bishara, Canadian Embassy in Kuwait, tel.: (011-965) 256-3025, ext. 3353, fax: (011-965) 256-4167, email: raed.bishara@international.gc.ca, website: www.kuwaitoilexpo.com.

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International Trade Canada's Enquiries Service provides departmental information, publications and referral services to Canadian exporters. Contact us at: **1 800 267-8376** (National Capital Region: (613) 944-4000), TTY: (613) 944-9136, email: **enqserv@international.gc.ca**, website: **www.international.gc.ca**.

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